



## LOCAL RADIO TIPS

- Include the name of any local Football team sponsor in all press announcements.
- Call the radio station one month in advance of the competition and speak with the program director or person in charge of public-service announcements (PSAs)
- Inform the PSA director that you have an upcoming free event for young people organized by the civic or nonprofit group that you would like to have publicized on the air.
- Ask them to run an announcement “in rotation” between the time you call and the day of the event.
- Ask them how they would like to receive the information. Via e-mail? Via fax? Drop it by the station?
  
- Provide them the following:
  1. Press release announcing competition
  2. Program Fact sheet
  3. Sample Radio Script
  4. Information about your organization
  
- It will be helpful to provide the station with ready-to-read 15-second announcements. These should include:
  1. The correct name of the program. (Punt, Pass and Kick USA, Inc.)
  2. The name of the organizing group.
  3. Date, time and location of competition.
  4. Who is eligible (boys and girls 6 – 15)
  5. That it is a free program.
  6. Number to call for more information.
  
- The announcements you provide should use the following format:
  1. Double spaced.
  2. Provide pronunciation help for difficult names.
  3. Keep it short: approximately 15 seconds when read aloud at a moderate pace.

# Sample Radio Script

The YMCA of Greater New Orleans will sponsor a local competition for PP&K USA, Inc. on Saturday, September 12<sup>th</sup> at 1pm at Alexander Denbigh (den-bee) Park. The information is open to boys and girls ages 6 to 15 and is free for anyone who wants to participate. For more information, call (504) 999-9999.

- Speak with the sports director. Tell him/her that there is a Punt, Pass & Kick USA, Inc. competition upcoming in the area and ask that information about it be included in some sportscast.
- You may wish to provide the sports director with more information than what is shown above: he may want to do a feature story or interview on any number of program elements, perhaps including the history and growth of the program.
- Make sure you provide the PSA director and sports director with your phone number(s) so they can contact you for additional information.

## Some Additional Advice:

Make sure that your message is geared toward the listeners in the area you want to reach. If radio stations can see this program as a potential benefit for a significant part of the population, it is likely they will make a place for it in their programming.

The biggest thing this program has going for it, and the primary reason radio stations should want to help publicize it, is that the free program benefits a vital segment of our population: kids.

## Radio Do's And Don'ts:

DO use local host identification in all PP&K USA, Inc. press releases.

DO play up that this is a free program for kids and run by a civic/volunteer/nonprofit organization to benefit the community.

DO use the correct name of the program Punt, Pass & Kick USA, Inc. DON'T be shy about asking the radio station to help get the word out.

DON'T assume that any information you give to the PSA director will reach the sports department, give the sports department its own information.

DON'T bury the radio station with reams of pages and information about PP&K USA, Inc. Keep it short and to the point. If they need additional information, they will ask you for it.